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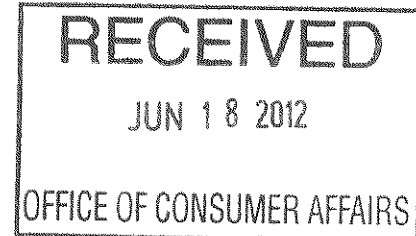


500 IDS CENTER
80 SOUTH EIGHTH ST.
MINNEAPOLIS, MN 55402
MAIN: 612.632.3000
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KAREN S. REYNOLDS
EXECUTIVE DIRECTOR
DIRECT DIAL: (612) 632-3400
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KAREN.REYNOLDS@GPMLAW.COM

June 15, 2012

Office of Consumer Affairs &
Business Regulation
Ten Park Plaza, Suite 5170
Boston, MA 02116



Re: Possible Data Breach

TO WHOM IT MAY CONCERN:

On May 13, 2012, a firm-owned laptop used by one of our attorneys was stolen from his locked vehicle in the Minneapolis, MN suburb of Blaine. The laptop contained certain business records of Ameritas Life Insurance Company ("Ameritas"). These business records were delivered to Gray Plant Mooty Mooty & Bennett, P.A. in response to discovery requests made in connection with a dispute involving one of our clients. The business records included personal information related to individuals.

A review of the business records has disclosed that they included individuals' names, life insurance policy numbers, drivers' license numbers, and social security numbers. Not all of the records contained all of this information (e.g., some records only had name, address and SSN, while others might include additional elements). The theft was promptly reported to the Blaine Police Department. To date, the thief has not been apprehended. All of the Ameritas business records have been removed from other firm laptop computers and we have verified that all other laptop computers are password protected and encrypted.

The total number of people whose personal information were contained on the laptop was 567. The total number of the residents of Massachusetts whose records were included on the laptop was 1.

We are sending notifications to the affected persons on June 15, 2012, by U.S. Mail. Copies of the template notification letters are attached.

If you require additional information, please contact me at:

Karen Reynolds
500 IDS Center
80 South Eighth Street
Minneapolis, MN 55402
612.632.3000
karen.reynolds@gpmlaw.com

Office of Consumer Affairs &
Business Regulation
June 15, 2012
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Sincerely,

A handwritten signature in cursive script that reads "Karen Reynolds".

Karen Reynolds
KSR/can
Enclosures



500 IDS CENTER
80 SOUTH EIGHTH STREET
MINNEAPOLIS, MN 55402-3796

KAREN S. REYNOLDS
EXECUTIVE DIRECTOR
[DIRECT DIAL] 612-632-3401
[DIRECT FAX] 612-632-4400
[E-MAIL ADDRESS] KAREN.REYNOLDS@GPM.LAW.COM

June 15, 2012

«Name»
«Address_from_Docs»
«City», «State» «Zip»

Re: Notification of Data Loss

We are writing to let you know about a data security incident that involves your personal information.

On May 13, 2012, someone broke into the locked vehicle of one of our employees in the Minneapolis, MN suburb of Blaine and stole a company laptop computer, along with other business and personal items. The theft was promptly reported to the appropriate law enforcement authorities, and they are investigating the crime and working to recover the stolen property. After conducting an in-depth investigation over the past several weeks to determine what information was on the stolen laptop, we determined that it contained certain personal information Ameritas Life Insurance Corp. was required to provide to us as part of the discovery process in a legal proceeding this firm is handling for one of our clients.

Based on our investigation, we have determined that the stolen laptop contained the following personal information about you: your name and Social Security number. At this time, we have no evidence suggesting that any unauthorized person has retrieved your personal information from this stolen computer. We are bringing this incident to your attention so that, if you choose, you can take action to help reduce the potential for harm.

To help reduce the risk of identity theft, as an ongoing best practice, we recommend carefully and regularly reviewing your credit reports, credit card statements and other financial account information. Additional caution is also now advised. If you find any unauthorized or suspicious activity, you should contact your credit card company or financial institution immediately. You also should promptly report any fraudulent activity or any suspected incidents of identity theft to proper law enforcement authorities, your state attorney general, and/or the Federal Trade Commission.

Because your Social Security number was involved, we recommend that you consider placing a fraud alert on your credit files. A fraud alert requires potential creditors to use what the law refers to as "reasonable policies and procedures" to verify your identity before issuing credit in your name. A fraud alert lasts for 90 days and is available at no charge to you. To place a fraud alert on your credit files, call one of the three credit reporting agencies at a number below or visit their website at the address below. Each credit reporting agency is required to notify the others when it receives a fraud alert. This will let you automatically place an alert with all of the agencies. You will receive letters from all three, confirming the fraud alert and letting you know how to get a free copy of your credit report from each.

Experian

Experian
475 Anton Blvd.
Costa Mesa, CA 92626
1-888-397-3742
www.experian.com

Equifax

Equifax Information Services, LLC
P.O. Box 105069
Atlanta, GA 30348-5069
1-800-525-6285
www.equifax.com

TransUnion

TransUnion LLC
P.O. Box 6790
Fullerton, CA 92834
1-800-680-7289
www.transunion.com

When you receive your credit reports look them over carefully. Look for accounts you did not open, inquiries from creditors you did not initiate and for personal information, such as home address and

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Social Security number, that is not accurate. If you see anything that you do not understand, call the credit reporting agency at the telephone number on the report.

If you find suspicious activity on your credit reports, call your local police or sheriff's office and file a police report of identity theft. We would suggest obtaining a copy of the police report as you may need to give copies of the police report to creditors to clear up your records. Even if you do not find any signs of fraud on your reports, we recommend that you remain vigilant by reviewing your account statements and monitoring free credit reports periodically. You can keep the fraud alert in place by calling again after 90 days.

We are committed to maintaining the privacy and security of all confidential information and take this responsibility very seriously. We sincerely apologize for any inconvenience this theft may cause you. We want to make it clear that this is not the fault of Ameritas or any other party to the matter in which we were involved. We have removed the Ameritas business records from all of our laptop computers.

We are also enclosing with this letter a reference guide to give you more information about identity theft, how to report it, and how to protect yourself. Should you have further questions about this matter, please contact me at 500 IDS Center, 80 South Eighth Street, Minneapolis, MN 55402 or at 1-612-632-3401.

Sincerely,

A handwritten signature in cursive script that reads "Karen Reynolds".

Karen Reynolds
Executive Director

IDENTITY THEFT PREVENTION GUIDE

Sign up for free “fraud alert” and/or security/freeze: At your request, the three major credit bureaus will place a free “fraud alert” on your file letting creditors know that they should take extra steps to confirm your identity before granting credit in your name. You also can request a security freeze on your accounts if you wish. (Please note that these steps may make it more complicated for you to get new credit or make certain purchases.) A fraud alert tells creditors to contact you before they open any new accounts or change your existing accounts. If you would like to place a fraud alert or security freeze, contact any one of the following bureaus and that one will inform the others:

Credit Bureau	Toll-Free No.	Website
Experian	888-397-3742	www.experian.com
Equifax	877-525-6285	www.fraudalerts.equifax.com
TransUnion	800-680-7289	www.transunion.com

Request a copy of your credit report: You are entitled to a free credit report every twelve (12) months. To request a free credit report, call 1-877-322-8228 or order on-line at www.annualcreditreport.com. Call the credit bureau immediately if you see any inaccurate information or accounts that you did not open on the report.

FTC information: For additional information on how to protect yourself against identity theft, you also may wish to visit the Federal Trade Commission’s website at www.ftc.gov/idtheft/. You also can report potential identity theft or file a complaint with the FTC using the online complaint form; or call the FTC’s Identity Theft Hotline, toll-free: 1-877-ID-THEFT (1-877-438-4338); TTY: 1-866-653-4261; or write Identity Theft Clearinghouse, Federal Trade Commission, 600 Pennsylvania Avenue, NW, Washington, DC 20580.

If you are a California resident, for more information on identify theft, we suggest that you visit the web site of the California Office of Privacy Protection at www.privacy.ca.gov.

If you are a North Carolina resident, for more information about preventing identity theft, we suggest that you contact the North Carolina Attorney General office at 9001 Mail Service Center Raleigh, NC 27699-9001, or by calling 1-919-716-6400, or visit the Attorney General website at <http://www.ncdoj.com/>.

If you are a Maryland resident, you also may wish to review information provided by the Maryland Attorney General on how to avoid identity theft at <http://www.oag.state.md.us/idtheft>, or by sending an email to idtheft@oag.stat.md.us, or calling 1-410-576-6491.

If you are a Massachusetts resident, you have a right to obtain a copy of a police report if one is filed in connection with this situation. If a police report is filed with Massachusetts authorities (one has not been filed at this time), we will let you know. In order to request a security freeze (as described above), you will need to provide the following information: your complete name including any suffix (e.g. JR., Sr., etc), complete address, Social Security Number and date of birth. You may be charged \$5.00 by the credit bureau in order to place the security freeze.